



Glenwood Springs Tourism Promotion Board Special Meeting

Tuesday, April 26, 2016, 4:00-5:00 p.m. Location: Glenwood Springs Chamber Resort Association

Tourism Board Members:

Trent Blizzard, Chair, Blizzard Press – Citizen/Resident
Krissy Clary, Vice Chair, Colorado Ranch House – Restaurant
Nancy Heard, Treasurer, Glenwood Caverns Adventure Park – Tourism
Dorian Ciolek, Best Western Antlers – Lodging
Jeremy Gilley, Glenwood Hot Springs – Lodging
Ken Murphy, Glenwood Adventure Company – Tourism
Samantha Montgomery, PR Studio – Citizen/Resident
Suzanne Stewart – GSCRA Board Representative
Troy Hawks, Sunlight Mountain Resort – Citizen/ Resident
Steve Davis – City Council Representative

Tourism Board Members Present	Tourism BOD Absent	GSCRA Staff Present	Guests Present
Trent Blizzard Krissy Clary Nancy Heard Dorian Ciolek Ken Murphy Suzanne Stewart Troy Hawks Samantha Montgomery Steve Davis, City Council	Jeremy Gilley	Lisa Langer Cristin Barta Marianne Virgili	

4:02 p.m., Meeting was called to order by Trent Blizzard, Chair.

Trent asked for any conflicts of interest. Sam Montgomery abstained from voting on the ambassador program as her company is bidding to run the program.

Ambassador Program Discussion and Decision – This continuation of the previous board meeting discussion opened with Krissy Clary summarizing research she conducted on the Denver International Airport Ambassador Program. The program is much larger than what Glenwood Springs is seeking to implement, but the information was very useful for long term planning.

Marianne Virgili briefly summarized the GSCRA proposal for running the Bridge Ambassador Program. Per the tourism promotion board's direction, they proposed two people on duty (one on each end of the bridge), eight hours a day, seven days a week, for 16 weeks. The board asked the difference in hours staffed between the GSCRA plan and the PR studio plan, which are 112 and 48 hours respectively. The GSCRA clarified that regardless of which entity ran the program the ambassadors would be impartial and represent all tourism businesses equally. The ambassadors would be paid employees of the GSCRA as they felt it would be too hard to control the information, and this program would already have a very thin profit margin without trying to recruit volunteers.

The board then decided to take a step back and discuss if they still felt the program is needed. Members

concerns about the program included: suggestion of a test period first; questions regarding whether the program is needed any longer as CDOT is handling the situation; concern that it may be an irresponsible use of tax funds; and a feeling that the three proposals presented may not "get the job done right." Members in support of the program expressed positive opinions including: enhanced guest safety, improving the customer experience during their visit, and improved dissemination of quality information. After a brief roundtable, Trent Blizzard asked for any other opinions.

Troy Hawks moved to vote on whether or not the Tourism Promotion Fund should fund one of the three bridge ambassador program proposals. Suzanne Stewart seconded. After a brief discussion, Suzanne called the question. **The motioned carried 5 to 2.**

Trent moved to accept the Glenwood Springs Chamber Resort Association's Bridge Ambassador Program proposal. Troy seconded the motion.

Discussion followed. The board discussed the pros and cons of the PR Studio proposal and the GSCRA proposal. The technical expertise of the PR Studios was desirable, but their inability to handle more staff hours on the bridge was not. The customer service expertise of the GSCRA and the desire to extend the visitor center operations long term were both strong positives.

Trent called the question. The motion carried 5 to 2.

Public Art Proposal – The Glenwood Center for the Arts asked for funding to do a public art project at the construction site. The project had not yet been approved by CDOT and funding had been denied by the Downtown Development Authority.

Krissy Clary moved to deny the request for funding for the public art project. Suzanne seconded and the motion carried unanimously.

Speaking Opportunity – The Tourism Promotion Board funds an educational speaker once annually for the continuing education of the tourism community. Lisa presented two speaker opportunities. Jon Schallert was of greater interest to the board. His fee is slightly higher than the normally budgeted \$5,000 amount, but the board felt it would be a greater opportunity. They asked Lisa to schedule him in the fall when everyone is less busy.

Research Planning – At the last Tourism Promotion Board meeting there was no time to finish a discussion on contracting a market research study by AirSage. The board asked who would have access to this data. Lisa explained that the entire Glenwood Springs tourism community would be given access upon request. The board asked Lisa and Cristin to make sure that the data collected from the AirSage report would be beneficial to the ad agency, Xuma. If Xuma is interested in this form of data collection, the board asked Cristin to work with them on project scope.

Respectfully Submitted,
Cristin Barta
Tourism Marketing Project Manager